

Research on Network Ideological and Political Education Model in Colleges and Universities Based on "Yiban"*

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Abstract—Under the new normal of college life of students in which network is accessible at any place and any time, the position of colleges and universities in the strategy for strengthening China through network becomes increasingly prominent. How to use network to put into practice the network education in the "Ten major educations" system has become an unavoidable problem. "Yiban" as a powerful handle of network ideological and political education in colleges and universities has its unique advantages. Starting from the role of "Yiban" played in building ideological and political education for college students and the challenges faced, this paper makes an exploration on how to effectively promote "Yiban" in the ideological and political education in colleges and universities. And a reliable, effective and sustainable "Internet and Ideological and political education" combined education model is created, to contribute to ideological and political education from the perspective of network.

Keywords—network education; "Yiban"; network ideological and political education; promotion method

I. INTRODUCTION

With the development of network technology and the application of new media technologies, network has become the main base for ideological and political education in colleges and universities to realize the "three comprehensive educations (i.e., all-staff education, whole-process education, and all-round education)" integration project and the great ideological and political work system. At the National Conference on Ideological and Political Work in Colleges and Universities, General Secretary Xi Jinping pointed out that in order to do a good job in the ideological and political work of college students, "it is necessary to use new media and new technologies to make the work alive, promote the high integration between traditional advantages of ideological and political work and information technology, and enhance the sense of the times and attractiveness". [1]. "Yiban" is a comprehensive network interactive platform that integrates ideological and political education,

educational teaching, life service, culture and entertainment together [2]. It is an important carrier of ideological and political education in colleges and universities, and greatly promotes the development and innovation of ideological and political education for college students. Therefore, it is of great practical significance to explore the ideological and political education in colleges and universities based on "Yiban" network platform.

II. THE ROLE OF "YIBAN" NETWORK PLATFORM IN THE IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

A. The Base of Ideological and Political Education Becomes More Solid, and the Role in Leading Core Values Becomes More Obvious

With the rapid development of Internet technology, network has become an important part of daily life of college students. In view of the current "internal and external environment" and "post-00s" college students' strong self awareness, emphasizing personal subjective feelings, and other features, "Yiban" network platform was launched from the perspective of development and stability, oriented to guiding college students' sense of identity and put into practice core socialist values [3] [4], as well as getting education, teaching, life services, culture and entertainment integrated. At present, it is possible to open a network ideological and political column "Me and my country" by virtue of the "Yiban" network platform to publicize the principles and policies of the party and China, lead the students to establish correct views of the world, life and values, and enhance the confidence in going on the route of socialism with Chinese characteristics. Moreover, a university-college-class three-level "Yiban" network party school (youth league school) and party (youth league) group can be established to communize party (youth league) member groups, normalize education activities, parallelize online and offline education modes in order to provide comprehensive ideological and political education to college students who are party (youth league) members.

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B. Ideological and Political Education Is Provided Richer in Content and More Diverse in Form

"Yiban" network platform has transformed ideological and political education work from a fixed face-to-face education model to a proactive, pluralistic and open education model [5]. The platform takes ideological and political education as the mainline, YOOC teaching and cultural entertainment as the handle and life service as the foothold, and gradually forms a "one-major, three-auxiliary" education model. This model attracts students by virtue of study, services and entertainment, infiltrates ideological and political education in a quiet and silent way, and finally puts into practice the thinking about the cultivation objective, cultivation method and cultivation orientation. Xi'an Medical University adopts the YOOC, q.yiban.cn, tweets, short videos and many other forms on Yiban network to launch courses deeply loved by students and beneficial to students' learning and growth. The content involved is combined with real life, and in line with the mainstream view of values in the society.

C. Ideological and Political Education Activities Are Provided with More Favorable Environment and More Reliable Supervision

In the face of the complex and ever-changing network environment and the information-inundated network world, network ideological and political education has long suffered from the lack of a relatively professional and pure online community [6]. At this point, "Yiban" network platform as a relatively independent community network used by college students all over China solves this difficult issue. While providing network education, the platform also supervises the network environment used by college students to some extent. At present, "Yiban" in each university has basically formed a university-college-class three-level network education system led by the university's party committee, supervised by the office of student affairs and undertaken by each college. At the same time, in terms of content release, the "Yiban Network Content Release Management Measures" and other relevant regulations have been issued to restrict network behaviors. In addition, information technology is used to set up and screen keywords so as to prevent students' speeches from going beyond relevant Internet provisions of China.

III. CHALLENGES ENCOUNTERED BY "YIBAN" NETWORK PLATFORM IN THE IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS

A. Disadvantages in Construction of the Network Platform

First of all, "Yiban" is a relatively "closed" non-profit network platform and cannot be promoted on the basis of the Internet's thinking mode [7]. So, there are some mandatory patterns in the process of user registration and real-name authentication so that students have a feeling of being forced and coerced at the beginning and result in students' embodiment and even resistance emotion. Secondly, only teachers, administrators, and students in the university can enter the platform of the university, and students in other

colleges and universities can hardly know about the situation of the university. This way forms a natural barrier in the exchange of college students so that students of the university are easy to get out of touch with the society [8]. Finally, Yiban is a platform paid more attention to content and less attention to application. There are very few applications involving in life service and culture entertainment and the form is single so that original users of Internet cannot be attracted in true sense.

B. Lag of Network Team Construction

This platform is equivalent to a rough house. As for how to decorate it, it depends on each university. Platform construction requires talents who are proficient in both computer technology and ideological and political education. However in the ideological and political team of colleges and universities, few talents are proficient in both of the two skills. In response to such problems, colleges and universities have also adopted the method of coming in and going out to train counselors and Yiban student team with relevant skills. But in order to fundamentally solve the problem of integration between the two skills, it still needs to take a long time. At present, a large number of college teachers and counselors believe that network ideological and political education is to search materials by virtue of network, send some information and chicken soup for the soul and do some daily class affairs management via QQ group, WeChat group and Weibo [9]. As a result under such understanding, the construction of network ideological and political team becomes seriously lagged, and network fails to play its positive role in the construction.

IV. EFFECTIVE WAY FOR "YIBAN" NETWORK PLATFORM TO IMPROVE IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

A. Perfecting the "Yiban" Platform System Under the Guarantee of Institutional Construction

There should be institutional restriction in the operation process of all organizations or all things. A reasonable and effective regulation is the premise for the operation of Yiban, and is the guarantee for smooth development of Yiban activities. Establishing a sound, scientific and standardized management system and specifying the relationship between rights and responsibilities can avoid the arbitrariness and blindness of grassroots ideological and political education workers in the work on Yiban, and at the same time, can also cultivate college students' consciousness of rules. The management system of Yiban should be started from several aspects such as formulating reward and punishment system and feedback mechanism for the network platform management. In the process of "Yiban" construction, colleges and universities need to formulate some regulations such as the "Yiban Network Platform Management Measures", "Yiban Student Workstation Regulations", "Implementation Measures for Construction of Yiban University-college-class Three-level Network Work System", and "Incentive Measures for Yiban Student Workstation", to guarantee the health, stable and continuous development of

Yiban. The Yiban university-college-class three-level network work system is an effective way to implement the party's network education policy and strengthen and lead the ideological and political education on college students under the new situation. It is the fundamental work for constructing a harmonious network and campus, takes education and teaching, culture and entertainment, and life service as the handle and aims to realize network ideological and political education.

B. Establishing a Network Ideological and Political Team with the Goal of Full-scale Education

The laws of network ideological and political education can be explored under participation of all staffs, relying on the "Yiban" network platform and in combination with each staff's post responsibility and division of labor. Through practice and using network platform, it is available to establish a professional network ideological and political education team with college ideological and political experts, counselors and backbone students as the main bodies [10], and on this basis, cultivate a batch of high-quality and innovative network ideological and political education workers both having both rich ideological and political education theoretical basis and practical experience in guiding network public opinions. In most colleges and universities, the construction of ideological and political education team relies on the college of Marxism, the college of computer and the department of network information management to weekly carry out activities such as "mutual assistance groups in ideological and political education team" from two aspects such as the characteristics of ideological and political education and the laws of network promotion, in order to promote the network ideological and political level of counselor and backbone students. Wherein, the team of backbone students may receive network ideological and political education provided in the college under the guidance of counselor.

C. Opening up Special Column on "Yiban" Oriented to Educating People to Make Innovation

In order to realize sustainable development and play a leading role in ideological and political education, "Yiban" must constantly create new means of education on the basis of the growth characteristics and demands of "post-00s" college students, establish a new model of such education suitable for the current stage and in line with the laws of network development, and implement it from up to down level relying on the flexible structure and function of the "Yiban" platform. For example, in Xi'an Medical University, "Yiban" platform is used to do the following series of activities: set up a "party and party and government policy" column, establish network classes to carry out a variety and plenty of network class construction activities and enhance the cohesiveness of the class; establish network party to diversify the form and enrich the content of the organization's life; establish network party and youth league learning groups to get online and offline party and youth league education models combined [11] [12] [13]; set up "medical ethics and ethos education" column in combination with the characteristics of the university and pay attention to

the education orientation to cultivate "Bethune" styled medical workers, create a "good faith, dedication, contribution and intelligence" atmosphere within the whole campus and constantly improve students' vocational quality and morality.

D. Using Information Technology as a Method to Enhance the Service Function of Yiban

"Yiban" platform is an interactive platform that integrates ideological education and academic guidance with life services, fundamentally puts into practice the task of cultivating people with good quality and morality, serves for students' growth up in a health way and mainly aims to improve university's network ideological and political education. Therefore, it is necessary to make full use of information technology to well serve students' study and lives and make students dependent on the platform, and then to infiltrate ideological and political education in a subtle way. YOOC's excellent course (YOOC) covers many aspects of content such as core values education, academic study, and employment guidance; various videos and practice test papers may be launched in the nodes of professional course learning, CET 4 and 6 exams, and final exam by virtue of YOOC curriculum; school-based software such as late call-over system, asking for leave/cancelling, curriculum schedule, result query, and scholarship, subsidies, loan systems and so on are launched to serve daily lives of students.

V. CONCLUSION

As an effective carrier of network ideological and political education, "Yiban" plays a huge role in the ideological and political education of colleges and universities and is a powerful complement to traditional curriculum education. College counselors and ideological and political teachers also need to constantly sum up experiences in practice, give full play to the ideological and political education advantage of the platform, and strive to achieve the "three comprehensive educations (i.e., all-staff education, whole-process education, and all-round education)" integration project.

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